

The Future of Polling & What That Means at the State & Local Level



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THE FUTURE OF POLLING

And What That Means at the State and Local Level

Overview



**Lessons learned from
the 2016 Election**

**How state and local
data is improving**

**How public affairs
professionals can use
state & local data to
advance public policy**

2016



What happened to polling?

Overview of Polling

WHAT HAPPENED?

Nationally, most polls got it right.

2016 Popular Vote	Poll Margin
Final	+2.9 Clinton
Morning Consult/POLITICO	+3 Clinton
ABC/WaPo	+4 Clinton
CBS/NYT	+4 Clinton
Fox	+4 Clinton
NBC/WSJ	+4 Clinton
CNN	+5 Clinton

Overview of Polling

WHAT HAPPENED?

On the state level, it's a different story.



MICHIGAN

State Polling: Clinton +6

Actual: Trump +1



WISCONSIN

State Polling: Clinton +6

Actual: Trump +1



OHIO

State Polling: Trump +1

Actual: Trump +8



FLORIDA

State Polling: Clinton +2

Actual: Trump +1

BUT WHY?

The Decline of Phone Polls



Late 1990s

Today

Response rates to telephone polls plummeted from around four in 10 in the late 1990s to less than one in 10 today, according to Pew.

The Decline of Phone Polls



3.4% don't have telephones in their household, and this number has nearly doubled since 2012, according to the 2015 NHIS.

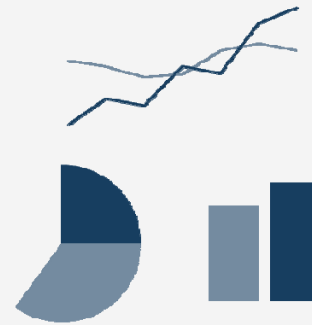
**SO HOW DO WE GET BETTER
STATE AND LOCAL DATA?**

The Rise of Online Polling

Online polling has made major advances



About 9 in 10 Americans are online today, up from 50 percent in the early 2000s.



Better demographics, more granular data

Economics of running a poll



FOR PHONE POLLING

Build, clean
and update
phone list

Program in
telephone
system

Train
interviewers

Need 1 hour of labor
to complete a single
15 minute call

Economics of running a poll

FOR PHONE POLLING

250 

\$15 

5-9 

1000 

Economics of running a poll

FOR PHONE POLLING



\$15,000

TOTAL

(just for labor)

Economics of running a poll



FOR ONLINE POLLING

More things
are automated

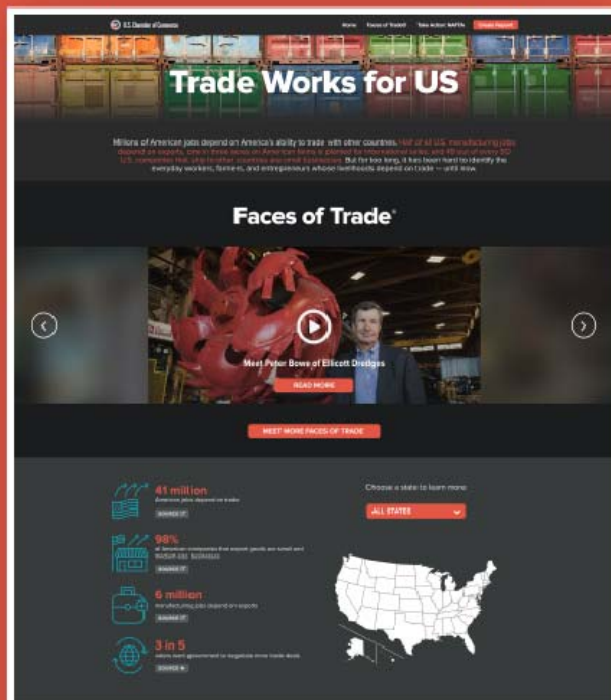
There's
individuals, panels
and buyers

Program easy
to share url

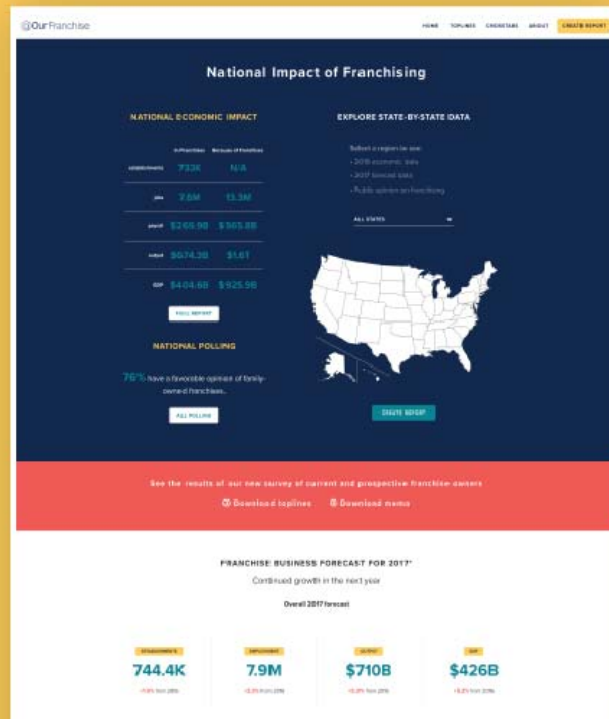
Email / reach out to
respondents who can
take poll at any point

**WHAT DOES THIS MEAN
FOR ADVOCACY AT THE
STATE AND LOCAL LEVEL?**

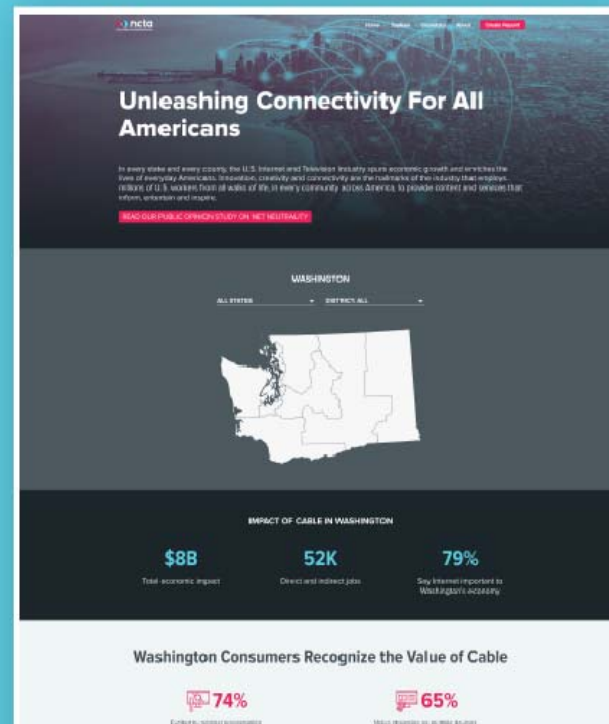
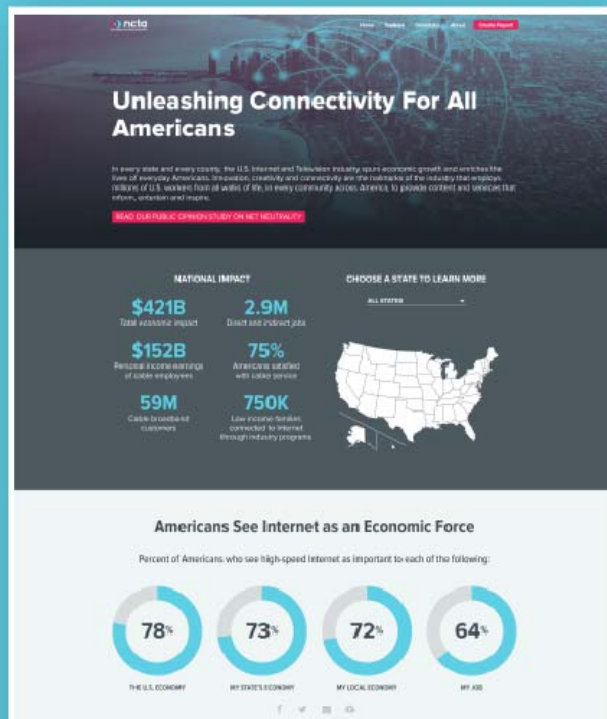
Case Studies



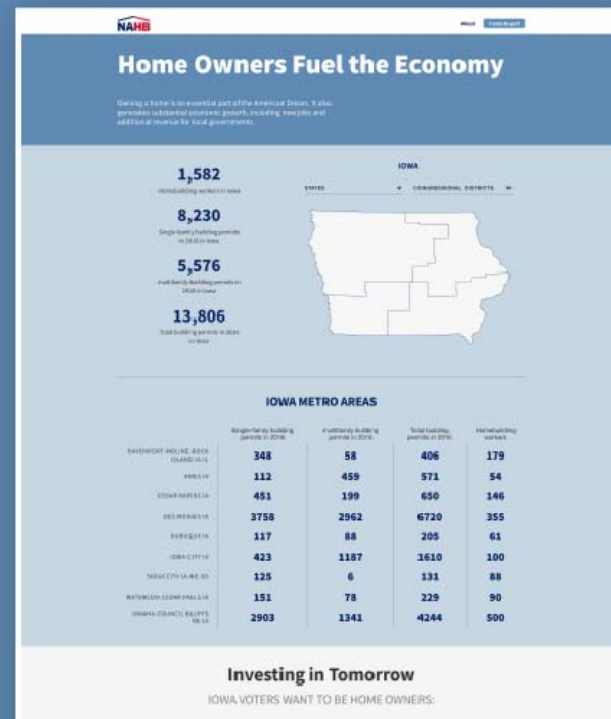
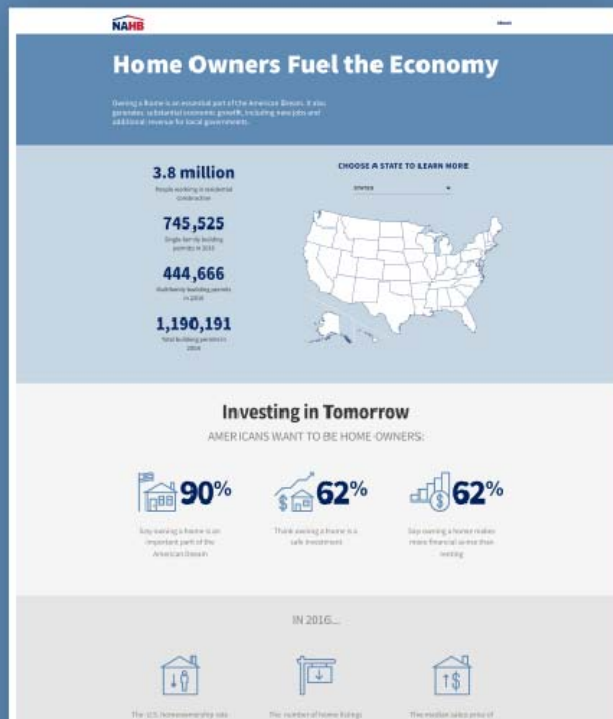
Case Studies



Case Studies



Case Studies



Q&A